

2022 North Coast Co-op Election Guide

**Vote in the Board of Directors' Election
September 20 through October 19**



by Thomas Wehland
Employee Board Member

My fellow members,

As many of you already know, our Co-op has its roots in a buying club called Humboldt Common Market that started in 1972. The next year they incorporated as a cooperative. Those original volunteers came together for the common good, planting the seeds that would grow into the co-op we all know. A Co-op I'm very proud of.

If you are reading my words right now, you're likely a member, and after you turn this page, you'll be called upon to cast your vote in an election for the Board of Directors of North Coast Co-op Inc. But before you cast your vote, I want to remind you that you're not just a member. You're an owner. To be eligible for membership, and to vote,

at some point you had to fork over some of your hard-earned cash and purchase a stake in the company. This is your company. You own it (or at least a piece of it). It gives you a voice and a vote to do with as you see fit. I think it's too easy to forget that sometimes.

The more civic minded folks among us might see voting as a sacred right and privilege. The chronically busy among us might see it as a necessary hassle. But I put it to you that as partial owner of this endeavor, it is your responsibility to make your voice heard. You are an owner, and the time has come to select a board that will steward your investment and guide its future. To misuse the famous saying, it's time to put your mouth where your money is. Because as an owner you know that the Co-op isn't just a pair of grocery stores. It's also an anchor to the local food economy, working with local farmers, distributors, producers, startups, and entrepreneurs. This vote is a sacred right, but it's also a duty. And I'm confident that with members like you, we'll be going strong in another fifty years.

We've got a great field of candidates this year for you to choose from.

And you'll be casting your vote after reading about them. But if you're inspired to continue participating, I'd encourage you to come to the board meetings (recently they've been online via zoom, so you can attend from the comfort of your own home). Consider getting involved in one of our many committees. But most of all, after you cast your vote, don't stop using your voice. Reach out to your board members to let your opinions be known. Keep participating so that, like those volunteers who formed the buying club that gave birth to our Co-op, we can plant seeds that will bear fruit for generations to come.

Thank you,

Thomas Wehland
Employee Director
Nominating Committee Chair



**Learn more about how
to vote online on page 9!**



SEE INSIDE FOR
Candidate Statements • Voting Guide
Official Ballot • Annual Membership Meeting



Meet the Candidates

All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Roger

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I would like to help the Co-op to transfer to an active engaged membership (that has been further lost under the umbrella of covid). I would like to help us transition away from plastics & garbage style food packaging. I would like to facilitate increased worker comfort as participating members. I would like to help us start on strong footing for our next 50 years.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

I have been actively involved in our Co-op for 45 years. I helped start worker/shopper food Co-ops (two), in the early 1970's. During the 1990s, I started & worked in a small worker collective natural food store, in Etna. During the late 1960's & early 70's I was immersed in activism & organization civil rights & gender equality; organizing broad based efforts nationally, regionally, and locally. Presently, I have been on the Co-op board the last few years.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

Maintaining a successful Co-op while being surrounded by a business world with virtually no Co-ops. Building a stronger & stronger local based food supply. Keeping members informed & engaged; besides just shopping.

4) Please share additional thoughts you would like the membership to know.

Co-ops are extremely rare in our economic system & our culture, and they take a special effort to maintain. Any ideas & advice you like to share with me, you can leave a note at our consumer desks and/or phone me at 444-9901. Thanks for your thoughtfulness & participation.

Roger

Meet the Candidates



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Michael Connors

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I love the Co-op! I'm continually amazed by the team I've met, and I'd be honored to partner with them as a Board Director. I'm passionate about food and drink, love supporting local farmers and artisans, and am impressed with the selection available at both locations. And while things at the Co-op are already great, I know we can always improve - and I'd like to help.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

I previously served on the Board of Directors of the Stanford Eating Clubs, work with a small family winery, and enjoy lending a hand through volunteering. I founded my own business

twenty years ago and have designed and delivered award winning products, proudly providing customers with efficient and effective solutions. If elected, I would bring strong analytical skills and a detail orientation in service of the Humboldt community that I love.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

The Co-op is likely to face significant external challenges in the next five years, both known and unknown. Issues like our changing climate, persistent pandemics, evolving demographics, inflation, and others unforeseen. I hope to work with local teams and learn from global best practices to prepare for the inevitable changes, finding ways to thrive in the opportunities they present.

4) Please share additional thoughts you would like the membership to know.

I strongly believe in the power of listening and hope to hear your thoughts so that I can best represent you, the members. I've spoken with dozens of you so far, and I've heard smart ideas, both new and old, about how you would like to see the Co-op grow and evolve. I'm eager to continue giving back and promise to be a voice for you on the Board. Thank you for your vote!



Meet the Candidates

All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Brenda Harper

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I would like to serve on the BOD to be a part of the team that guides the Co-op and to be a voice for its members. Since a cooperative exists to serve its members and follows cooperative principles, I would be honored to assist with the continuing success of the North Coast Co-op by offering my services.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

My educational background is in Education and Nutrition, with degrees from The Ohio State University and University of Central Arkansas. I worked for the State of Arkansas, taught elementary school in the Little Rock School District, and then pursued a degree in Dietetics and Nutrition before moving to California in 2002. I began work in the natural foods industry in the late 1990s. First in an independent natural foods store in Little Rock, AR, then for a national chain as a Regional Marketing & Demo Coordinator for 11 stores in the lower Midwest. Lastly I worked as the Consumer Education Coordinator in the Marketing Department at the North Coast Co-op 13 years. In those positions I performed a variety of duties, including event planning, writing articles for the newsletter, cooking classes and nutrition education in local elementary schools. My first assignment at North Coast Co-op was to get our local farmers and food producers excited about participating in the Co-op's 30th Anniversary Party. Since I was new to Humboldt, reaching out to the farmers and producers provided a way to get to know about the abundance of truly amazing local produce and products we have. While I was a Co-op employee and since my retirement from the Co-op in 2016, I have attended many BOD meetings. I have received the board packet and other meeting notices by email since 2017 and enjoy keeping up with what is happening at the Co-op. I am a regular shopper at the Co-op and I'm familiar with many Co-op employees.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

In this time of increased costs of goods, I feel that keeping prices as low as possible is a challenge. Co-op shoppers have increased living expenses and less cash available for basic needs. Keeping business costs in check and monitoring margins will be extremely important. Continuing the Co-op's sustainability efforts and educating members about them will continue to promote changes in lifestyles that benefit not only the Co-op but our entire community. Shopping with durables and promoting the use of less plastic. Attracting families and young people to our Co-op should continue to be a focus, perhaps with events at the stores. A "Back to School Extravaganza" with sampling of snacks and kids' lunch options and supplies, is an example.

4) Please share additional thoughts you would like the membership to know.

I currently work for Area 1 on Aging as a Health Insurance Counseling and Advocacy Program (HICAP) counselor. I am a detail-oriented person, and this job makes use of that skill. As a member of the Co-op's BOD, I would pay attention to details as presented in the Board Packet each month.

Meet the Candidates



All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Lindsay Kolterman

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I want to serve on the Board of Directors as I am a community leader and believe in the well being of all. I know my expertise could serve the community well. I want the Co-op to thrive and I would like to see it at its greatest potential. I also believe in serving my community, and exercising my talents in ways that are beneficial for anyone who comes into my life.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

I am a Chief Financial Officer and a Chief Executive Officer. I have a great deal of experience with budgeting and making decisions that effect large groups of people. I am the CFO for the Source Chiropractic. My responsibilities include weekly shareholders meetings, creating standard operating procedures, and creating operation agreements that all of our offices abide by. I am also CEO at MDCM Investments. Where I am formally trained to navigate some of the most difficult and sensitive financial situations, where my main duty is too advise and create solutions. I believe by being on boards with Health Care providers and financial institutions - this will help me succeed as a board member for the co-op. This has trained me to listen, and to have a perspective of the greater whole, while taking into considerations opinions of all parties involved.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

I don't believe in challenges, as I am formally trained to find solutions without attachment. All situations are opportunity for growth, for change, and for better measure. I foresee food shortages, and inflation effecting the co-op. I would like to mitigate that by proper budgeting and community efforts.

4) Please share additional thoughts you would like the membership to know.

We are only as strong as our community. I believe it is imperative more than ever to understand ourselves and each other.



Meet the Candidates

All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Tracy F Woods

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

Serving on the Board will allow me the opportunity to share with & learn from its members & our community through my passions for collaboration, knowledge, & environmental accountability.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

Graduating from HSU in Environmental Biology allowed me the opportunity to work for CA State agencies as an Environmental Scientist protecting endangered species, managing county's waste generation to developing pollution prevention plans. Working with municipalities & various stakeholders including individual citizens & environmental groups, I learned about

group dynamics & the essential role every member has in decision-making.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

*Opportunities:

A change in the demographic segments of the area will allow:

- New avenues of revenue such as internet-based shopping; curbside pickup; & innovative products being offered;
- New community partnerships,
- Increasing community education & membership.

*Challenges:

- Rising costs from transportation, energy, & limited supplies;
- Growth & development while incorporating sustainable concepts;
- Reducing dependence on oil-derived products.

4) Please share additional thoughts you would like the membership to know.

I would like to offer the North Coast Cooperative the best of what I have to offer at this point in my life. I value community participation & would appreciate the opportunity to participate in a unique collective.

Meet the Candidates



All candidates were given a 500-word limit to respond to the same four questions. Answers are printed as received with no edits.



Kirsten Lindquist

Employee Candidate

1) Why would you like to serve on the Board of Directors of the North Coast Cooperative?

I am currently serving my first term as an Employee Director and have been the Treasurer for the past year and half. I have strived to increase my understanding of how our finances work, how to read financial documents, as well as communicate that information to coop staff, members and new board members. I believe I have helped rebuild a better working relationship and increased trust among the Board, members and staff, and I hope to continue that work.

2) Describe how your experience, including education, training and working with other groups or boards, will help you succeed as a board member.

As I mentioned above, I have served on the board for the past two and half years. Prior to that, I had attended Board and Board Finance Committee meetings for a year prior to being elected. That experience, along with my good working relationships with the Co-op General Manager, Sean and the Co-op Controller, Barney, and other Board members make me a useful member of the board. As head of the wine and spirits department at the Arcata store and head of the beer and wine department at the Eureka store, I work in both locations, giving me a broader perspective on the workings of the total Co-op. This also makes me available to a broader group of Co-op employees, members and customers as a Board member to receive feedback and explain board actions and responsibilities.

3) What do you see as the most important opportunities or challenges facing the Co-op in the coming five to ten years?

Humboldt county's residents and economy are in the midst of a large transition. In the past couple of years the population in Arcata and Eureka has shifted, new businesses are moving into the area, such as the aquaculture farm on the Samoa Peninsula and Google's transpacific cable, and the transformation of Humboldt State University into Cal Poly Humboldt will all impact the community, its residents, the economy and consequently the Co-op. Guiding the Co-op through these changes in a way that ensures the robustness of the Co-op's triple bottom line - people, planet, profit - is what I see as the most important challenge and opportunity in the coming years.

4) Please share additional thoughts you would like the membership to know.

I believe I have been a useful member of the Board and I wish to continue that work. While three years may seem like a long or short time, depending on the context and perspective, I feel as if I am just getting started in making a positive impact on the culture of the board and its interactions with staff and our members. I hope to continue to do this important work.

Voting Guidelines

Members can cast their ballots from September 20 through October 19 at 9pm.

Votes will be considered valid if all of the following apply:

1. Membership with North Coast Co-op is current as of August 6, 2022. Household Shoppers on a membership do not qualify to vote. To check your membership status, contact membership@northcoast.coop or (707) 443-6027 x 434.
2. Votes per ballot cannot exceed the number of open seats. There are two open seats.
3. There is one open Employee Director seat that must be ratified by the membership.
4. Ballots must include the member's name written legibly, their membership number and their signature.
5. Write-in candidates must be current members of North Coast Co-op and agree to candidate requirements (list available at voting table).
6. All ballots, including mailed ballots, are to be received by 9pm on October 19.

Policies and Procedures

- A vote may be cast online (preferred) or with a paper ballot.
- In the event that more than one otherwise valid ballot is cast by the same membership but by a different name on the membership, the vote of the majority will bind all.
- Electioneering will not be allowed within 15 feet of the ballot boxes or 5 feet of any entrances to the stores.
- Ballot boxes are located near the front entrance in each store.
- Ballots may be dropped off at ballot boxes in the Arcata or Eureka store or mailed to the address shown on the ballot. All mailed ballots must be received by 9pm on October 19.
- For a vote to be valid a quorum must be met, which is 250 or 5 percent of the membership (whichever is lesser) casting valid ballots.
- The two candidates receiving the highest number of votes will be elected.
- The Nominating Committee will count the ballots on October 22 and notify the membership with in-store signs by Wednesday, October 26.

Online Voting Guidelines

- Online voting can be accessed through a web browser on a computer or mobile device.
- The member number, full name and signature prompts are required for a ballot to be valid.
- All voting prompts are optional. You may answer as many as you want to.
- Refreshing your browser window will restart the voting process. Only do so if you intend to start over.
- Step-by-step instructions on how to vote can be found on pg. 9 of this Election Guide.

Online Voting Guide

Vote online at www.northcoast.coop/vote

- Step 1 Go to www.northcoast.coop/vote on a computer, tablet or mobile device.
- Step 2 The front page has information on how to access this Election Guide electronically and the ballot submission deadline. Select START to proceed to the first question.
- Step 3 Enter your member number. This is a required step. Select NEXT to proceed to the next question.
- Step 4 Enter your First and Last name. This is a required step. Select NEXT to proceed to the next question.
- Step 5 You may choose up to two candidates to vote for from the selection (including write-in candidates). You may choose up to two write-in candidates as your choices by selecting any of the write-in options. (You will be prompted to enter write-in candidate names on the following page) Select NEXT to proceed to the next question. (If you choose not to vote on this question, select NEXT to continue to the next question.)
- Step 6 You may choose up to affirm or reject the candidate elected by employee members during the employee election. Select NEXT to proceed to the next page. (If you choose not to vote on this question, select NEXT to continue to the next page.)
- Step 7 Draw your signature in the designated box. If you are on a computer, use your mouse or trackpad to draw your signature. If you are on a touchscreen device, use your finger or stylus to draw your signature. You may select the CLEAR button to remove the signature if you need to start over. This is a required step. Select SUBMIT to complete the voting process.

The screenshot shows the North Coast Co-op Voting 2022 landing page. At the top is the North Coast Co-op logo. Below it, the text reads "Voting 2022" and "Please read the Election Guide (www.northcoast.coop/electionguide) and vote online OR by using a paper ballot in either store. The deadline to vote online or submit your ballot is October 19th, 2022 by 9:00PM PST." There is a "5 Questions" indicator and a green "START →" button at the bottom.

The screenshot shows the "What is your member number? * (Required)" screen. It features a text input field with a placeholder "ex: 23" and a green "NEXT →" button at the bottom right.

The screenshot shows the "Full Name * (Required)" screen. It has two input fields for "First Name" and "Last Name" and a green "NEXT →" button at the bottom right.

The screenshot shows the "There are two open General Director seats." screen. It lists candidates: Roger, Laurie Wayne, Michael Connors, Tracy F Woods, Brenda Harper, Write-in #1, Lindsay Kolterman, and Write-in #2. Each name has a checkbox next to it. A green "NEXT →" button is at the bottom right.

The screenshot shows the "Write-in #1" screen with the instruction "Provide the name of your write-in candidate." It has a text input field and a green "NEXT →" button at the bottom right.

The screenshot shows the "There is one open Employee Director seat." screen. It states "Employee Director must be ratified by the membership during the general election" and "reject (no) the candidate elected by employee members during the employee election." There are two options: "Kirsten Lindquist - Yes" and "Kirsten Lindquist - No", each with a checkbox. A green "NEXT →" button is at the bottom right.

The screenshot shows the "Signature*" screen with the note "Note that a signature is required." It features a large empty box for drawing a signature and a "Clear" button at the bottom right. A green "SUBMIT" button is at the bottom right.



ALL CO-OP MEMBERS ARE WELCOME

49th ANNUAL MEMBERSHIP MEETING

First in-person AMM since 2019!

OCTOBER 15
1 - 4 PM

Live Music by
LIZZY AND THE MOONBEAMS

JEFFERSON COMMUNITY CENTER PARK
1000 B St, Eureka, CA 95501
(Park behind building on A Street)

**STATE OF THE CO-OP • MEMBER COMMENT PERIOD
MEET THE BOARD OF DIRECTOR CANDIDATES
RAFFLE • GAMES • REFRESHMENTS • SNACKS**

RSVP

Let us know your food preferences by October 3rd. Go to Northcoast.coop/RSVP or at Customer Service. Members who RSVP will get an extra entry into our raffle.

TRANSPORTATION

Need a ride? We got you! Contact us at membership@northcoast.coop or call 443-6027 ext. 434 for information on free bus fare to and from the event.



2022 OFFICIAL BALLOT

Due Oct. 19
by 9pm

Online voting option available at www.northcoast.coop/vote
Please read the Voting Guides on pg. 8 and pg. 9 of the Election Guide and vote online OR below.

All three lines below must be filled out and legible in order for this ballot to be valid.

Full Name *(Printed Clearly, Required)*

Member Number
(Required)

Signature *(Required)*

Fold this section in second.

1. There are two open General Director seats.

Vote for up to **two** candidates in this section. More than two votes in this section, write-in or not, will invalidate this ballot.

Roger

Tracy F Woods

Michael Connors

Write-in:

Brenda Harper

Write-in:

Lindsay Kolterman

2. There is one open Employee Director seat.

Employee Director must be ratified by the membership during the general election. Affirm (yes) or reject (no) the candidate elected by employee members during the employee election.

Kirsten Lindquist

YES

NO

Fold this section in first to retain anonymity.

Vote by October 19 at 9pm

Vote online at www.northcoast.coop/vote or return your ballot to the provided ballot boxes available in both store locations.

Be sure to fold your ballot in thirds along the guides to retain anonymity.

You can also put your ballot in an envelope and mail it to:

Attn: Membership Coordinator
North Coast Co-op
811 I Street
Arcata, CA 95521

Save a trip to the store by voting online at
www.northcoast.coop/vote

2022 North Coast Co-op Election Guide

All ballots must be received by
October 19 at 9pm

Return your ballot to the provided ballot boxes available in both store locations.
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